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To: Comments Gipsa
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Subject: livestock and meat marketing study

re: Federal Register May 30, 2003 (vol. 68, number 104)
page 32455 - 32458

re: alternative marketing arrangements

When considering alternative marketing arrangements in the meat industry I hope that you will consider marketing arrangements that are not currently in use in the meat industry, but which are successful in other sectors of the economy and which could be adopted by the meat industry to strengthen the position of the independent producer against the powerful meat packing industry.

Specifically, the use of an electronic auction system such as that used by Ebay for internet based auctions would make livestock procurement a transparent process and eliminate the need for USDA to collect and publish livestock marketing information. It would make all livestock available to all meatpackers and would give continuous feedback to all producers about what specific livestock qualities are in demand by meatpackers. It might be worth studying why private attempts to develop this type of system have had limited success and if government initiation and supervision of such a system would be of value to the industry.

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